

Chairman Powell:

We are Carolina Christian Broadcasting, Inc. We have been on the air since October of 1972, serving the Greenville/Spartanburg/Anderson, South Carolina area. We also cover parts of North Georgia. Our signal reaches about 700,000 homes. We are the oldest, continuously running Christian television station in the nation.

After reviewing the comments submitted to the FCC by the "Faith and Family Broadcasting Coalition," we felt we should express our own concerns. Alfred Liggins, Chairman of TV One stated that if a la carte is adopted, it "would have a chilling effect on programming diversity in America." And he also added that a la carte "could put us and many other innovative cable networks out of business."

This system would damage organizations like our own. We depend on a wide variety of audiences to help support our charity work. We respond to calls for food, jobs and shelter. We have people sharing these needs on the air -- and many of these needs have been fulfilled because of sympathetic viewers.

If an 'a la carte' system were put in place it would be more difficult to help our community. Our program audience would decline and it would cause our response rate to decrease. There are people that depend on us for assistance and spiritual guidance.

Please encourage Congress to be aware of the effects that an 'a la carte' system would have on programs such as these that help the community, both physically and spiritually.

Respectfully submitted,

Dr. James Thompson
Carolina Christian Broadcasting, Inc